

NASA/Marshall Space Flight Center

2002 Exhibits Results

<u>'02 MAJOR EVENTS</u>	<u>Date</u>	<u>Confirmed Audience</u>
AMERICAN METEOROLOGICAL SOCIETY, ORLANDO, FL Exhibits: 2 Pop Ups	Jan. 7-21	1,200
AIAA AEROSPACE SCIENCES MTG, RENO, NV Exhibits TD Pop Up and Hardware	Jan. 14-17	2,500
<i>Note: The exhibit area featured our technologies of today and of tomorrow. Shuttle upgrades, Hypersonic, and Second Generation programs were present displaying hardware, staffers, and technical summaries. Scale models of the Hypersonic vehicles, prototype of an next generation RS 84 engine, as well as various shuttle hardware pieces such as tile and insulation allowed visitors to see what space travel entails today and in the future.</i>		
ARTRAIN USA, SIKESTON, MO Exhibits: Lunar Sample 1:50 Shuttle, 1:25 HST, 1:48 SAT V, Mobile Shuttle	Jan. 17-28	10,000
STAIF, ALBUQUERQUE, NM Exhibits: ASTP mural, Infinite Journeys (Neptune), ISTP general public mural, Tech Transfer mural, Fission Core Model	Feb. 3-7	250
FLORIDA- DAYTONA, SPACE DAY, KSC Exhibits: Starship 2040	Feb. 8-15	9,200
<i>Note: The Florida tour consisted of three different stops, which were Daytona International Speedway (NASCAR fans and teams), Tallahassee Capitol (Florida's Space Day and education day) and Kennedy Space Center (KSC employees) Approximately 1600 legislators, senators, mayors, staffers, Capitol employees, astronauts and former astronauts, teachers, industry leaders and KSC employees visited the Starship 2040 and also the ISTP exhibit during the Space Day Event.</i>		
BLACK HISTORY MONTH PROGRAM, BIRMINGHAM, AL Exhibits: 1:50 Shuttle, 1:48 SAT 1B	Feb. 15-19	600
AMER. ASSOC. FOR THE ADVANCEMENT OF SCI., BOSTON Exhibits: Towers	Feb. 15-18	5,000
<i>Note: This annual meeting offers an opportunity for researchers from all disciplines around the nation to gather and trade discoveries and ideas. Most attendees were not interested in the NASA message.</i>		
CAREER SUMMIT FOR BOYS, HANCEVILLE, AL Exhibits: Mobile Shuttle, SRB Nut, 1:50 Shuttle, Education Popup	Feb. 21-23	500
INT'L HEALTH, RACQUET & SPORTS CLUB ASSOC., PHOENIX Exhibits: Towers & Robot	March 7-9	15,000

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<p>NATIONAL MANUFACTURING, CHICAGO, IL</p> <p>Exhibits: Starship 2040, Shuttle Display/ Hardware, TD Murals/Hardware, 1:15 Static Shuttle NASA Meatball Banner, Large/Tall Kiosk, Bag Rack, 2 Literature stands, 3 Panel NASA Mural</p> <p><i>Note: NASA Administrator Sean O'Keefe was the featured speaker at the opening session. The Hall of Fame reception attracted many high ranking military officials as well as presidents and CEO's of space industry companies. The exhibit booth area featured the Shuttle Projects Office, Transportation Directorate, Space Product Development and Technology Transfer Department. Space Product Development featured their Aerocide hardware, which attracted many visitors. Channel 5 (NBC) showcased the NASA booth on the morning newscast. Barbara Ceiga, Senior Exhibit Developer with the Chicago field museum visited the NASA booth and showed an interest in possibly working with NASA on some exhibit loans. Dana Boxx, system analyst for the Space Transportation Directorate provided information to the Joliet Herald and the Joiet Times Weekly of her background with NASA/Marshall.</i></p>	March 18-21	65,000
<p>NAT. SCIENCE TEACHERS ASSO (NSTA), SAN DIEGO, CA</p> <p>Exhibits: 1:100 ISS model in plex, 1:15 full stack shuttle model, 54" TV/VCR</p>	March 27-30	16,000
<p>UNSEEN MAJESTY OF SCIENCE</p> <p>Exhibits: 2 Mobile Shuttles, Hubble Telescope/stand, Chandra model/stanchions, 20ft MSFC Mural, Chandra Mural, Moon Buggy, ETO mural, NASA Explores Mural, Tech Transfer mural, NSSTC poster</p>	April 6	1,500
<p>E2TEAMS WEEK, HUNTSVILLE, AL</p> <p>Exhibits: 2 Mobile Shuttles, Hubble Telescope/stand, Chandra model/stanchions,, 20ft MSFC Mural, Chandra Mural, Moon Buggy, ETO mural, ISTP mural, Tech Transfer mural NSSTC poster</p> <p><i>Note: Marshall exhibits highlight the Integrated Space Transportation Plan, Technology Transfer, NSSTC and Education.</i></p>	April 8-12	100
<p>REUSABLE LAUNCH VEHICLE CONF. HUNTSVILLE, AL</p> <p>Exhibits: X43 C Model, Hubble Telescope/stand, Chandra model/stanchions, 20ft MSFC Mural Chandra Mural , ETO mural, ISTP mural, Tech Transfer mural</p> <p><i>Note: Marshall exhibits highlight the Integrated Space Transportation Plan, Technology Transfer, NSSTC and Education</i></p>	April 11-12	200
<p>STARSHIP 2040 COLORADO TOUR:</p> <p><i>Starship 2040 made four stops:</i></p> <p><i>University of Colorado Boulder</i></p> <p><i>United States Air Force Academy</i></p> <p><i>Citadel Mall in Colorado Springs</i></p> <p><i>National Space Symposium Conference</i></p>	April 2-11	3,500
<p>18TH NATIONAL SPACE SYMPOSIUM, COLORADO SPRINGS</p> <p>Exhibits: Mural of programs, Hardware, Starship 2040, JSC Space Photo Op suit</p> <p><i>Note: The booth area featured Human Exploration and Development of Space (HEDS), Space Shuttle Projects Office, Space Product Development, National Space Science and Technology Center, Technology Standards, Space Launch Initiative, Intragrated Space Transportation plan and Technology Transfer. This is the only conference to fully integrate all sectors of space-commercial, civil and national security as well as attracting the most important and influential speakers and the national leadership of the space industry. Numerous media interviewed and photographed staffers and speakers.</i></p>	April 8-10	3,800

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NAT. COUNCIL FOR TEACHERS OF MATH, LAS VEGAS Exhibits: Numbers Shuttle model, Pop Up	April 21-24	22,000
CELEBRATE THE CHILD EVENT, BEAVER DAM KENTUCKY Exhibit: Starship 2040 <i>Note: So many compliments and words of gratitude were expressed to the outreach coordinators as well as event staff and volunteers. The visitors we had through the exhibit totaled three quarter of the population of Beaver Dam. Ohio County Times-News, Ohio County Kentucky Interviewed Outreach coordinator Derek Wang and Sherri Smith They Featured and article about the Starship2040 in its weekly paper April 25, 2002 edition. Messenger-Inquirer Owensboro, KY Photographed at the Starship and interviewed Outreach Coordinators Derek Wang and Sherri Smith. Starship is featured in the local news broadcast on cable community channel (3). The channel provides local events and bulletins about what is going on in Ohio County.</i>	April 25-27	3,250
WILLIAMS TECHNOLOGY, HUNTSVILLE, ALABAMA Exhibits: Shuttle Presentation, Shuttle Launch, Demonstrations, and Hardware	April 30	228
AMER. SOC. OF CLINICAL ONCOLOGISTS, ORLANDO, FL Exhibits: 1/15 th Full Stack Shuttle, 1/100 th ISS model, JSC ISS Trailers, JSC Space photo op suit, 20x20 HEDS tower, Hugh the Robot, DFRC 10 towers <i>Note: Approximately 25,000 Oncologist, medical professionals, cancer researchers, and drug researchers attended this conference. 50% of the audience was International. The presence of two astronauts, Dr. Chiaki Mukai from NASDA and Dr. Roger Crouch, was a huge success. They signed autographs and took photos with the guests. Special visitors of note included retired General Norman Schwarzkoph. Media interest included: "Insight" (one of the largest Cancer Patient magazines), which interviewed Dr. Harry Whelan from the Med College of Wisconsin about Light-Emitting Diodes & Cancer Treatment. Florida Today interviewed Dr. David Loftus, Stanford University, about his research: Advanced Technologies for Space, Biological & Medical Research.</i>	May 18-20	25,000
CUMMINGS RESEARCH PARKK ANNIV., HUNTSVILLE, AL Exhibits: Mobile Shuttle	May 31	150
AMER. TELEMEDICINE ASSO., LOS ANGELES, CA Exhibits: Mini Towers exhibit	June 2-4	2,000
QUALITY EXPO, NOVI, MICHIGAN Exhibits: Shuttle Display, S&MA Display, and Hardware <i>NOTE: Reed Exposition is the organizing show office. Reed approached NASA about exhibiting at the Quality Expo in Chicago in April 2003. The attendees were very interested about the quality standards used for space flight missions at NASA. Several people praised the NASA display and expressed that it was the best exhibit at the Expo. Several companies stated that they are going to request to be located close to the NASA booth at future shows due to the large volume of traffic.</i>	June 12-13	6,000

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NASA GOES TO THE STARS, HUNTSVILLE, AL Exhibits: Starship 2040 <i>Note: Government and Community Relations requests. Invited the public to come and join the community in celebrating Marshall and the space program.</i>	June 17	500
AMERICAN LIBRARY ASSOC., ATLANTA, GA Exhibits: Towers/Robot <i>NOTE: Several visitors of note toured the NASA exhibit. ALA officials (Executive Director of Association for Library Service to Children (ALSC), ALA Director of Development Susan Roman, ALSC board members) Federal library personnel (Pentagon Library, National Library of Medicine). Even though we are not "Education Outreach," we received several questions about how teachers can get involved with sharing NASA information with their students.</i>	June 13-19	25,000
JOINT PROPULSION, INDIANAPOLIS, IN Exhibits: Shuttle Display, Hardware, Shuttle, SLI, TD murals <i>NOTE: Jeremy Singer, Military Space and U.S. Policy Reporter with Space News visited the booth and interviewed Steve Cook about X-43C. Steve Bray, chief meteorologists and science reporter (Channel 8-WISH TV) interviewed Outreach Coordinator Shannon Raleigh about Shuttle hardware. Visitors of note included Bob Sacheim, Associate Director for the Center, Executive Chair of Planning Committee for AIAA and Byron Wood, President of Rocketdyne, Exhibitors and attendees kept responding how great the attendance and presence was at the MSFC booth. Most comments were that the MSFC booth always had a big crowd of participants</i>	July 8-10	3,700
NASA EDUCATION WORKSHOP. HUNTSVILLE, AL Exhibits: Starship 2040	July 11	25
AIR VENTURE OSHKOSH 2002, OSHKOSH, WI Exhibits: Shuttle Display, Hardware, Starship 2040, And TD Technical Exhibit <i>Note: Marshall's new Integrated Space Transportation Plan exhibit was unveiled at this year's event that included Shuttle Investments, Space Launch Initiative, 3rd and 4th Generation, Hypersonic and In Space Propulsions program. At this year's event, Marshall Space Flight Center Director Mr. Art Stephenson presented on two different days to a packed forum of over 250 on "NASA Space Shuttle. Radio station 1490 WOSH did a live morning interview with Center Director Mr. Art Stephenson. Tate Bunker, producer and cinematographer, of Strive Video Production GTV, interviewed ASTP Deputy Manager Steve Cook.</i>	July 23-29	700,000
URBAN LEAGUE, LOS ANGELES, CA Exhibits: Code U Mini-towers, 1:100 ISS Model (/w Shuttle)	July 27-31	4,000
NATIONAL MEDICAL ASSOCIATION, HONOLULU, HI Exhibits: Destiny Module, NASA and You Minority Mural <i>Note: Astronauts Dr. Yvonne Cagle and Commander Robert Curbeam signed autographs and spoke with NMA members about ISS construction and medical research aboard the ISS. Dr. Cagle conducted interviews in the booth with the local CBS, ABC, NBC, and FOX affiliates and with print media Getty Images News Services and the NMA Daily News. Commander Curbeam conducted a live interview with NEWS 2 (KHON-TV FOX 2) outside the convention center. The Honolulu Star Bulletin interviewed both Cagle and Curbeam. Visitors of note included former Surgeon General Dr. David Satcher, NMA Program Planner N. Vandervall Coots, National Council of Negro Women President Dorothy Height, Dr. Fredne E. Speights (youngest black female private pilot), and representatives from various pharmaceutical companies. NMA members were very pleased with NASA's presence. Visitors were impressed with the</i>	Aug. 4-6	4,000

Destiny Lab and excited to hear about the ISS research. Several visitors commented that they were surprised and very pleased to see the amount and degree of African American involvement at NASA, especially the number of astronauts.

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SHARP PLANETARIUM, MEMPHIS, TN Exhibits: 1:50 Shuttle, SRB Nut & Bolt, 1:144 ISS, Space Food, Astronaut Glove, ISS Video	Aug. 15-30	8,000
SPACE AND MISSILE DEFENSE CONF, Huntsville, AL. Exhibits: SLI - X-37 Model, SLI – Video & Literature, SLI – Popup	Aug. 19-22	700
BLACK FAMILY REUNION, WASHINGTON, DC Exhibits: Starship 2040 <i>Note: The Black Family Reunion Celebration (BFRC) is an annual event presented by the National Council of Negro Women (NCNW). Visitors enjoyed their Starship 2040 experience and several young children toured the exhibit multiple times. Families gathered under the large tent to read the timeline kiosks and watch the rear wall video. NASA Headquarters TV representatives filmed the inside of the Starship and also filmed the long lines of people waiting to tour the exhibit. This was a special request by Marshall's Equal Opportunity Office.</i>	Sept. 7-8	12,000
CONGRESSIONAL BLACK CAUCUS, WASHINGTON, DC Exhibits: Mini towers, 1:100 ISS	Sept. 11-14	10,000
AEROSPACE MATERIALS, PROCESSES & ENVIR. TECH. Exhibits: New Shuttle Theme Exhibit, SLI popup, TD popup	Sept. 16-18	500
MID-SOUTH FAIR, MEMPHIS, TN Exhibits: 1:15 Static Shuttle, 1:3 LEM, 1:3 CM, 1:48 SAT 1B	Sept 16-30	425,000
HANDS ON TRUCKS, HUNTSVILLE, AL Exhibits: Starship 2040	Sept. 21	500
CALIFORNIA INTERNATIONAL AIR SHOW, SALINAS, CA Exhibits: Destiny Module	Oct. 2-4	80,000
CIRCLE CITY CLASSIC INDIANAPOLIS, IA Exhibits: Starship2040	Oct. 5	100,000
DIVISION OF PLANETARY SCI. BIRMINGHAM, AL Exhibits: Infinite Journey Exhibit <i>Note: This conference informed the public of the advance propulsion technologies required to meet the needs of future science missions.</i>	Oct. 6-11	500
LATIN AMER. YOUTH CONFERENCE HUNTSVILLE, AL Exhibits: 1:50 Shuttle	Oct. 11-12	250
ALABAMA A&M HOMECOMING PARADE HUNTSVILLE, AL Exhibits: 1:15 Mobile Shuttle	Oct. 12	5,000

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WORLD SPACE CONGRESS HOUSTON, TX Exhibits: 1:15 Static Shuttle OSP New Technical Exhibit Starship 2040 TD Technical Exhibit MagLev Model	Oct.14	197,000
<i>Note: This event takes place once per decade. NASA Administrator Sean O'Keefe and staff visited the Marshall booth. Mr. O'Keefe flew a mission on the hypersonic flight simulator Marshall Center Director Art Stephenson visited the exhibit area and visited with staffers and public. Norm Brown, Program Manager of the Program Planning and Development for the Space Transportation Directorate, presented "Leading the Highway to New Destination." HQ starting planning this event a year before the event took place with numerous meetings and telephone conferences. This event featured one of the largest joint NASA exhibitions ever, with representation from all NASA centers. NASA essentially had its own village at the event. Attendees were able to get a glimpse of how all of the centers work all comes together to bring us closer to our goals. School groups from China, Japan, Mexico and Germany and local schools came through the exhibit.</i>		
ALA. BEST ENGINEERING COMPETITION, AUBURN, AL Exhibits: 10' NASA Meatball Mural 1:100 Shuttle Models 1:100 HST	Oct. 18-19	300
CHAUTAUQUA HISTORY FESTIVAL HUNTSVILLE, AL Exhibits: 1:100 Shuttle Model	Oct 18-21	500
6 TH ANNUAL FOR SISTERS ONLY EXPO WASHINGTON, DC Exhibits: Mini towers (10x10)	Oct. 19	25,000
<i>Note: The event targets African American women in District of Columbia, Maryland, and Virginia area. This event was a request for support from Code M, Code P and NASA HQ.</i>		
SCI-ADVENTURES ALBERTVILLE, AL Exhibits: NASA Meatball Mural 1:00 Shuttle Model	Oct 25	1,900
MAGIC CITY CLASSIC PARADE BIRMINGHAM, AL Exhibits: 1:15 Mobile Shuttle	Oct 26	7,000
DRYDEN OPEN HOUSE EDWARDS AIRFORCE BASE Exhibits: Starship 2040 SLI Mural	Oct 26	300,000
JPL VISIT PASADENA, CALIFORNIA Exhibits: STARSHIP 2040	Oct. 28-29	700
APHA PHILADELPHIA, PA Exhibits: 20x20 Towers	Nov. 9-13	12,000
<i>Note: Many attendees were not familiar with NASA's contributions to the medical community. Consequently, they have become very enthusiastic supporters of NASA. One Maryland Department of Health and Human Services employee remarked after viewing clips about medical applications of space benefits, "It's like the taxpayer is getting double on his return." Several attendees and exhibitors commented that we were the best booth and had the best staffers.</i>		
VETERAN'S DAY PARADE HUNTSVILLE, AL Exhibits: 1:15 Mobile Shuttle Starship 2040	Nov. 11	3,000
NASA DAY – A&M COLLEGE HUNTSVILLE, AL Exhibits: Starship 2040	Nov. 16	5,000

SATCON MANHATTAN, NY Exhibits: ProSEDs Model TD Technical Exhibit LCD monitor	Nov. 18-20	3,000
ALA. AEROSPACE COORD. MEETING MONTGOMERY, AL Exhibits: 1:100 Models Education Mural	Nov. 18-19	500
UTICA CHILDREN'S MUSEUM UTICA, NY Exhibits: Space Laboratories Exhibit	Dec. 1-30	175
APOLLO 17 CELEBRATION VBCC HUNTSVILLE, AL Exhibits: 1:48 SAT V, 1:96 SAT V 10x10 NASA Meatball Popup	Dec. 11	605